



# National Postal Forum – Charlotte, NC

## May 21 – 24

Sunday - May 21

ROOM	Jr. Ballroom - Richardson									
<b>PERIOD 1</b> 1:30 PM - 2:30 PM	Direct Mail in a Digital World		Orientation Session		Creating Connections Through Marketing Transformation				Using USPS Tools as a Cost-Effective Solution for List Hygiene	
<b>PERIOD 2</b> 2:45 PM - 3:45 PM			PCC General Session	MIDS, STIDS, and Imbs Decoded	Time Management in the Hybrid Work Environment	Periodicals Applications for Dummies – How to Prepare for the Eligibility Audit	Digital Marketing with Informed Delivery: Successes with Mail and Digital	Protecting Mailing Service Revenue. A Shared Responsibility	One Giant Leap for Small Business Click-N-Ship	International: Go Global with USPS International Shipping
<b>PERIOD 3</b> 4:00 PM - 5:00 PM			MTAC 101	Marketing Mail Innovation Showcase	The Quest for Absolute Data Security When Outsourcing Print & Mail	Treating Return Mail with the Care it Deserves	Inkjet's Role in the Rapidly Blurred Lines of First Class and Standard Mail: A Must Have Solution	Could Your Personality Disrupt Your Career	Impact of the Envelope	Ins, Outs and Best Practices of Mailpiece Design/Mailing Requirements from the Industry Perspective
5:30 PM - 7:00 PM	<b>Welcome Reception – Charlotte Convention Center</b>									



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Monday - May 22

8:00 AM - 9:30 AM	PMG Keynote – Crown Ballroom – Convention Center									
9:30 AM - 4:00 PM	Exhibit Hall Hours (9:30 am - 4:00 pm) and Exclusive Exhibit Hall Time (9:30 am - 11:00 am, 3:15 pm - 3:45 pm and 12:00 pm - 1:00 pm)									
ROOM	Jr. Ballroom - Richardson									
PERIOD 4 11:00 AM - 12:00 PM	Test Kit Discussion	Informed Delivery Updates: New Developments in Informed Delivery	Delivering Messages at the RIGHT time Automated Direct Mail	Boot Camp for Mail Center Managers Part 1	Top Trends Affecting International Mailing	Shipping Industry Trends: Inventory Positioning and Returns	Exception Correction: The Quest for the Perfect Address	Best Practices of Great Leaders	Shipping + Mail Working Together	
12:00 PM - 1:00 PM	Lunch in the Exhibit Hall									
PERIOD 5 1:00 PM - 2:00 PM		Shipping and Mailing: Today's Insights and Tomorrow's Foresights	Learn How the Postal Inspection Service Protects you and Your Business	USPS Solutions: Fully Leveraging the USPS Network for Your Shipping Needs	Direct Mail 101: Mailing Made Easy	Not Your Average Letter, Stand Out with the TED-C Design	The Evolution of Innovation and Emerging Technology	An Effective Direct Mail Campaign is Much More Than Just a Pretty Mail Piece	The Last Yard - How to Manage Your In-Building Logistics	
PERIOD 6 2:15 PM - 3:15 PM	Sustaining Our Future: Price & Product Strategies	Address Quality Matters in Parcel Workflow too!	Cross-Border eCommerce Trends	Improving and Developing Your Staff Through Leadership and Mentoring	Strength in Numbers: PCC Executive Board Strategies	Designing a Post-Purchase Journey that Elevates the Customer Experience and Builds Brand Loyalty	The Top Supply Chain Challenges for Mailers	USPS Solutions: USPS Connect, USPS Ground Advantage	Rediscovering the Value of Today's Presort	
PERIOD 7 4:00 PM - 5:00 PM	Transforming the Customer Shipping Experience	AIM Workshop	Mailing Smarter for Better Results Using Data and Analytics to Create Better Response and Conversion	Navigate the Waters of the Data Lake	Strategies to Attract and Retain Essential Talent	USPS Solutions: Solution Development Live Demo	Driving Business Intelligence by Using IV-MTR and Success Stories from the Industry	Supplier Proposal Evaluation & Best Value Selection	Enhancing Your Direct Mail With Digital Components	
5:30 PM - 7:00 PM	PCC Reception – Convention Center									



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Tuesday - May 23

<b>ROOM</b>	Jr. Ballroom - Richardson								
8:00 AM - 9:00 AM	<b>Tuesday General Session – Crown Ballroom – Convention Center</b>								
9:30 AM - 5:30 PM	<b>Exhibit Hall Hours (9:30 am - 5:30 pm) and Exclusive Exhibit Hall Time (9:30 am - 11:00 am and 4:00 pm - 5:30 pm)</b>								
<b>PERIOD 8</b> 11:00 AM - 12:00 PM	Executing Our Strategy with Precision and a Clear Vision: Our Future Processing Network	Lifting Direct Mail Response with the Power of Digital Integration	USPS Solutions: Affordable USPS Shipping!	Boot Camp for Mail Center Managers Part 2	Diversity and Inclusion	Informed Delivery and Commingling: Best Practices for a Successful Campaign	First-Class Mail Success - How are Current First-Class Mailers Maximizing the Value of Their- First-Class Mail Communications	Ensuring Supply Chain Availability - Supporting the Mission of the Postal Service	Address Quality Options and CASS Cycle O
12:00 PM - 1:00 PM	<b>Lunch in the Exhibit Hall</b>								
<b>PERIOD 9</b> 1:30 PM - 2:30 PM	Partnership with the USPS - Our Evolution and How our Third-Party Transport and Logistics Suppliers Successfully Navigate the Changes Ahead	Maximize Benefits Through Supply Chain Solutions - CO Services	In-Transit Visibility for the Post Purchase Parcel Experience	Combine Informed Delivery, Informed Visibility and Addressing APIs to Build Powerful Consumer Applications	The Future of Direct Mail 2023: Marketer and Consumer attitudes	Digital Mailroom - Align Your Organization's Digital Vision & Strategy	USPS Solutions: Returns Solutions	Next Generation of Marketers	Keys to Resilience and a Positive Environment in Your Operations
<b>PERIOD 10</b> 2:45 PM - 3:45 PM	From the Dock to the Door: Beyond Delivery	The State of Direct Mail and Where it's Going	Peer to Peer	Business Change of Address, The Who, What, Where, How and Why	Customizing the Shipping Experience	From Online Visitor to Offline Prospect: Using Website Visitor Data to Target this Highly Engaged Audience Through Direct Mail	Connecting and Working with USPS Logistics	Integrating Security into the Cloud Applications for USPS and eCommerce Partners	USPS/Customer Workshops: Ask the USPS Solutions Experts
4:00 PM - 5:30 PM	<b>Exhibitors' Reception – Exhibit Hall</b>								



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Wednesday - May 24

ROOM	Jr. Ballroom - Richardson								
PERIOD 11 8:00 AM - 9:00 AM	USPS Shipping Solutions: Powerful Products, New Solutions, Powered by Our Transforming Team	Mitigating Mailer Scorecard Mishaps	Spotlight on Special Services	The Struggle is Real	Feeling the Need for Speed: New Developer Tools to Streamline Integration	Print + Digital and the Limitations of all-Digital Campaigns in Real-Life eCommerce Scenarios	2023 Informed Delivery Promotion – How Mail Service Providers Participate and Profit	From Digital to Direct and Back	Show me the Money! Invaluable Contract Negotiation Insights
PERIOD 12 9:15 AM - 10:15 AM	PMG Town Hall Meeting (ends at 10:45)	New: Informed Delivery Promotion - A Powerful and Unique Direct Marketing Platform	USPS Solutions: Shipping Hazmat/Dangerous Goods	Print and Mail - Two Great Operations that Go Great Together	Educating the Next Generation of Marketers	Making the Most of the USPS Enterprise Payment System (EPS)	So I Got the Job!	Navigating the Cultural Data Shift with Mail Technology	Implementing Digital Transformation Initiatives to Automate In-Bound Mail Processing
PERIOD 13 10:30 AM - 11:30 AM		Why Should I Listen to You!	Managing the Three P's Paper, Print and Postage	Ask the Experts	Metaverse: Quicker, Faster and Cheaper	Seamless Acceptance and Informed Visibility Work Together	Package Trackology and Visibility with 2D Impb and Veripoint	International: Global Shipping Software	Convert Abandoned Website Traffic Into Customers
12:00 PM - 2:00 PM	<b>Lunch with Guest Speaker – Crown Ballroom – Convention Center</b>								
PERIOD 14 2:30 PM - 3:30 PM		Prescription for PCC Health: Diagnosis Revealed	Customer Experience and Growth: USPS Solutions you Can Leverage to Improve Your Customer Experience and Grow Your Business	Mail Services Success in a Hybrid World	From Stress to Success	Business Intelligence & Analytics	Finding Your Superpower: How to Make an Impact in Your Workplace	Technology Solutions to Minimize Impacts to Your Operation as the Postal Service Implements their Network Redesign	
PERIOD 15 3:45 PM - 4:45 PM		Technology/Payments Adjustments, Refunds and Reconciliations	5 Rules for Prepping for a Security Audit	Leading in the New World	USPS Promotion - What's Next for 2023	USPS/Customer Workshops: Planning for Seasonal and Peak Season Shipping	Advanced Expected Delivery Window	Spotlight on Saturation Mail	
7:00 PM - 10:00 PM	<b>Closing Event – NASCAR Hall of Fame</b>								



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## LEGEND

Data, Technology and Visibility

Leadership and Professional Development

Mailing Solutions

Mailing/Shipping Prep and Entry

Shipping Solutions



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